

# DINA

## **Education:**

1996 Graduated from the Legedzin secondary school (with honors).

2001 Graduated from KMU N4 (diploma with honors) specialty "nursing" qualification nurse

2004 Graduated from the Industrial and Economic College from NAU with a degree in Enterprise Economics and qualified as an economist.

In April 2007 Inter-regional Academy of Personnel Management. Medical and pharmaceutical management, 2004-2007

April 2010 rights cat. B

## **Experience**

### **EuroEstet**

NM – 1.04.21

national manager of cosmetology direction Ukraine

Team management: control, steepness, implementation of planned indicators.

Organization and control of doctors' training, organization of congresses.

Holding meetings on-line and off-line in the 1-C system

Account analysis and support.

fulfillment of planned indicators.

### **Allergan Aesthetics**

KAM – 3.08.2020- 1.04.2021

Responsibilities: development and formation of a base of cosmetic clinics and specialists who develop their own business.

Holding meetings on-line and off-line in the Veeva system. Holding presentations on the Allergan brand in clinics.

Establishment of the AMI platform and learn to use, constant support for the educational process of doctors.

Delivers doctors news and information through print, digital CRM and AMI platforms .

Entry of new specialists in the Veeva database.

Account analysis and support.

Conducting master-classes , conferences.

### **Novalic pharma**

Regional Manager -07/22/2020-current

Recruitment, training, motivation and control of the team.

Organization of product promotion and sales plan implementation.  
Analysis of reporting in the Teamsoft system.  
Carrying out double and trace visits.  
Support and develop contacts with OL, clients.  
Reporting.  
Organization and holding of presentations, thematic seminars and conferences.  
Approval of presentations on company products and promotional materials.  
Organization of a full training cycle for sales staff, coaching.  
Working with sales teams to increase sales through optimization of the product offering.  
Distribution of plans per representatives/per clients (quarter, month).  
Client base analytics and analysis of marketing strategy implementation.  
Undertook regular competitor analysis.

### **ProPharma**

Regional manager- 11/2018-05/2020

10 subordinate representatives.

Territory of work: Kiev, Chernigov, Cherkasy.

Work with directions: gastroenterology, dermatology, cosmetology, endocrinology, urology. Duties: 1. Work with Medical representatives in the field (coaching, double, trace visits, video visits) Assessment of the level of knowledge in practice and by tests. Marketing strategy implementation.

2. Work in the field: Visits to key chains in the region (the situation for today for each brand, analysis of the previous period). Evaluation of the effectiveness of work with each chain. Realization of the goal of penetration and increasing the depth of the shelf. Visits to the KOL of the region, analysis of their effectiveness.

3. My tasks:

Assessment of the team and each employee individually, development strategy.

Setting tasks for the team and each medical representative individually based on the identified problem areas each.

Daily and weekly monitoring of visiting activity.

4. Sales growth in the entrusted region by more 2 times .

5. Development and implementation of video visits during the quarantine period

### **Ipsen Pharma**

Senior Medical representative Rx&OTC -07/2009 - 10/2018

Responsibilities: developing a database, negotiating with clients (neurologists, ophthalmologists, endoscopists, surgeons, proctologists, urologists, gynecologists, cosmetologists, pediatricians, infectious disease specialists) and maintaining business relations. There are 200 doctors and 60 pharmacies in the database

**Nurse**

nurse at KMKL 11 city Kiev- therapy department

nurse at KMKL 3 city Kiev - rehabilitated in the cardiology department

2001 – 2011

Nurse

Responsibilities: visiting patients, following doctor's appointments, measuring temperature, dispensing medication, performing treatment (all types of injections), keeping records, medical rehabilitation, rehabilitation therapy.

Strong analytical ability and able to take data and turn it into an actionable insight  
Skills in Excel etc.

A strong understanding of a commercial environment and basic understanding of finance and an ability to create business cases

2001 – 2012

Nurse

Responsibilities: visiting patients, following doctor's appointments, measuring temperature, dispensing medication, performing treatment (all types of injections), keeping records.